

## COLLEGE RADIO CORPORATION

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January 19, 1955

Miss Judith Shimansky  
Manager, Station WSRN  
Swarthmore College  
Swarthmore, Pennsylvania

Dear Miss Shimansky:

Congratulations on your election! I think the scheme of elections in January is greatly superior to having them in September. Very best wishes for a productive and interesting term.

I am enclosing all of the necessary material for "Career Hour", in hopes that we can, amicably, agree on this series. The program has been met with varying degrees of interest around the country, depending largely on the number of participating sponsors. As indicated in my earlier letters to Mr. Baumgarten, there have been few new sponsors since September. Most of the firms have decided to see how successful the present participants are, before deciding to use the series themselves. Consequently, we had a number of stations programming 5-half hour shows per week and receiving only one spot announcement per week. This would have been the case at WSRN. Since early Fall, we have agreed to revise contracts, with approval of Career Publications, to a more realistic program commitment.

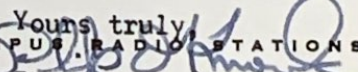
On the enclosed contract, which supercedes the No. 54-44 (mailed to WSRN 9/23/54, apparently never received), you are to enter the DAYS OF THE WEEK and TIMES, if the board decides to do the program. Simply check the instructions on the "basic information" letter (dated 9/22/54), and be sure your scheduling will meet the requirements. If it does, the contract will certainly be approved by Career and CRC. I would advise you to have the program started right away, if the board accepts, to get started on the required 26 announcements.

Regretably, RCA is not buying WSRN in its new efforts to recruit personnel through the Career Hour. Incidentally, there are no separate contracts between station and participating sponsors: additional sponsors (subsequent to signing of basic contract) are attached as Modifications to the basic contract.

If you have further questions write or call.

cc:TMB

NATIONAL REPRESENTATIVES FOR CAMPUS RADIO STATIONS

Yours truly,  
  
Philip D. Knowles, Ops Mgr